

## **REMARKS**

In view of the above amendments and the following remarks, reconsideration is requested.

The Examiner required a new title. Therefore, the Title has been amended to be more specifically directed to the claimed invention.

Fig. 1 was objected to for not labeling the rectangular boxes. It appears that the Examiner intended to direct this objection to Fig. 2, which includes so-called "black boxes," whereas Fig. 1 does not include black boxes. Thus, the objection to Fig. 1 is traversed. However, Fig. 2 is amended herein to label the black boxes and to thereby address what is believed to be the Examiner's actual objection.

Claims 1-4 were rejected under 35 U.S.C. 102(b) as being anticipated by Huang (US 6,388,643). This rejection is traversed and is inapplicable to claims 1-4 as amended for the following reasons.

In the present inventions as recited in each of independent claims 1 and 4, one initialization time period is included in each of the plurality of blocks in one field, and the difference between starting timings of the sustaining time periods in adjacent blocks is set to the length of the writing time period in the adjacent blocks. Thus, the present inventions as recited in claims 1 and 4 prevent negative effects on the display which could otherwise be caused by the influence of driving a panel that has been divided into blocks, increases the sustain period, and improves the brightness level of the plasma display.

On the other hand, as shown in Fig. 6 of Huang, the initialization time period is included in all the subfields. Therefore, the difference between starting timings of the sustaining time periods in adjacent blocks includes not only the writing time period but also the 'Idle' time period corresponding to the initialization time period. Accordingly, Huang does not disclose or suggest that the difference between starting timings of the sustaining time periods in adjacent blocks is set to the length of the writing time period in the adjacent blocks as recited in claim 1. Rather, the difference between starting timings of the sustaining time periods in adjacent blocks in Huang is longer than that of the present invention by the amount of the 'Idle' time period corresponding to the initialization time

period.

Because of the above distinctions, claims 1-4 are not anticipated by Huang and are patentable over the prior art of record.

In view of the above amendments and remarks, it is submitted that the present application is in condition for allowance. The Examiner is invited to contact the undersigned by telephone to resolve any remaining issues.

Respectfully submitted,

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September 19, 2007